first processing means for executing image data magnifying processing based on first magnifying rate information; and

second processing means for executing the image data magnifying processing for an image to be printed based on the image data magnified by said first processing means, based on second magnifying rate information,

wherein said first magnifying rate information is determined based on at least one of a resolution of printing performed by said printing section, a processing load to be borne by said first processing means, a capacity of said memory and a resolution shown by the image data, and a magnifying rate of the image to be printed on the printing medium based on the image data.

14. A printing system as claimed in claim 13, wherein said second magnifying rate information is determined based on said first magnifying rate information and the magnifying rate of the image to be printed on the printing medium based on the image data.

15. A printing system as claimed in claim 14, wherein the magnifying rate of the image to be printed on the

printing medium based on the image data is a product of a magnifying rate shown by said first magnifying rate information multiplied by a magnifying rate shown by said second magnifying rate information.

~~16. A printing system as claimed in claim 13,~~ wherein said memory is provided in the printing section to store the image data magnified by said first processing means.

17. A printing system as claimed in claim 13, wherein said second processing means is provided in the printing section.

18. A printing system as claimed in claim 13, wherein the printing section having a printing apparatus using a printing head to perform printing on the printing medium and the image processing section having an apparatus outputting the image data to the printing apparatus.

19. A printing system as claimed, in claim 18, wherein the printing head is an ink jet head ejecting ink onto the printing medium.

20. A printing system as claimed in claim 19, wherein the ink jet head has electro-thermal converting element applying thermal energy to ink to eject the ink by utilizing the thermal energy.

21. A printing method of performing printing on a printing medium by means of a printing section, based on image data, said method comprising the steps of:

executing image data magnifying processing based on first magnifying rate information; and

performing printing an image obtained by executing magnifying processing for the image data magnified by said executing magnifying step, based on second magnifying rate information,

wherein said first magnifying rate information is determined based on at least one of a resolution of printing performed by said printing section, a processing load to be borne by said first processing means, a capacity of a memory for storing the image data and a resolution shown by the image data, and a magnifying rate of the image to be printed on the printing medium based on the image data.

22. A printing method as claimed in claim 21, wherein said second magnifying rate information is determined based on said first magnifying rate information and the magnifying rate of the image to be printed on the printing medium based on the image data.

23. A printing method as claimed in claim 21, wherein the magnifying rate of the image to be printed on the printing medium based on the image data is a product of a magnifying rate shown by said first magnifying rate information multiplied by a magnifying rate shown by said second magnifying rate information.

24. A printing method as claimed in claim 21, wherein said memory is provided in the printing section to store the image data magnified by said first processing means.

25. A printing method as claimed in claim 21, wherein the printing section having a printing apparatus using a printing head to perform printing on the printing